

COUNTY MUSEUM

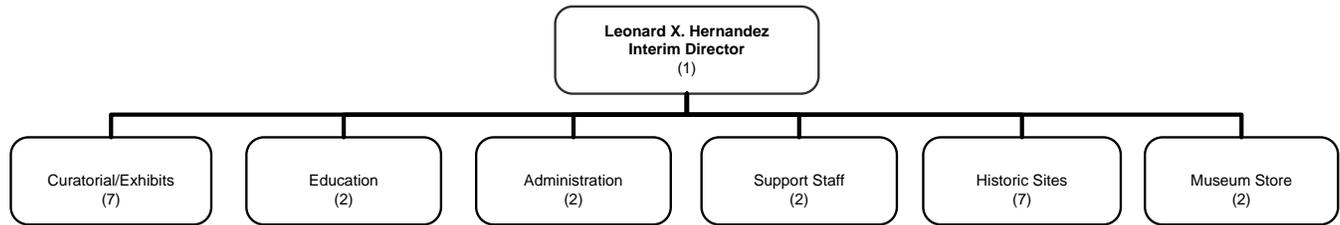
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DEPARTMENT MISSION STATEMENT

The San Bernardino County Museum maintains and develops unique cultural and natural science collections related to the region and the greater Southwest. Through responsible collection, preservation, exhibition, and education, the County Museum inspires the public to a deeper understanding of their cultural and natural history.



ORGANIZATIONAL CHART



2015-16 SUMMARY OF BUDGET UNITS

| | 2015-16 | | | | | |
|--------------------------------|--------------|---------|--------------------|--|--|----------|
| | Requirements | Sources | Net County Cost | Use of / (Contribution to) Fund Balance | Use of / (Contribution to) Net Position | Staffing |
| <u>General Fund</u> | | | | | | |
| County Museum | 3,252,267 | 320,150 | 2,932,117 | 0 | 0 | 21 |
| Total General Fund | 3,252,267 | 320,150 | 2,932,117 | 0 | 0 | 21 |
| <u>Enterprise Funds</u> | | | | | | |
| Museum Store | 67,874 | 55,000 | 0 | 0 | 12,874 | 2 |
| Total Enterprise Funds | 67,874 | 55,000 | 0 | 0 | 12,874 | 2 |
| Total - All Funds | 3,320,141 | 375,150 | 2,932,117 | 0 | 12,874 | 23 |



2014-15 MAJOR ACCOMPLISHMENTS

- Opened the first floor of the Hall of Geological Wonders with the Fossils Under Foot exhibit.
- Completed an online exhibit as part of the Google Art Project, which showcases items from the County Museum's collection to a worldwide audience.
- Completed the Mountain Men and Navajo Rug exhibits, which showcase unique aspects of the County Museum's collection.

DEPARTMENT PERFORMANCE MEASURES

| COUNTY GOAL: PROVIDE FOR THE SAFETY, HEALTH AND SOCIAL SERVICES NEEDS OF COUNTY RESIDENTS | | Measure | 2013-14 Actual | 2014-15 Target | 2014-15 Est. | 2015-16 Target |
|---|---|---|----------------|----------------|--------------|----------------|
| OBJECTIVE | Partner with County and non-County agencies and maximize the use of Federal and State programs and funding to address the public health, safety and social service needs of County residents and move participants to self-sufficiency. | Number of entities participating in annual ShakeOut event at County Museum | 31 | 32 | 48 | 40 |
| STRATEGY | Museum Outreach - Great ShakeOut earthquake drills to educate people in homes, schools, and organizations to improve preparedness and practice how to be safe. | | | | | |
| COUNTY GOAL: CREATE, MAINTAIN AND GROW JOBS AND ECONOMIC VALUE IN THE COUNTY | | Measure | 2013-14 Actual | 2014-15 Target | 2014-15 Est. | 2015-16 Target |
| OBJECTIVE | Utilize County programs and resources to support the local economy, maximize job creation and promote tourism. | Number of general attendees visiting the Redlands Museum | 45,000 | 50,000 | 50,000 | 55,000 |
| STRATEGY | Open new exhibits and offer enhanced educational programming to promote repeat attendance and boost admission sales and interest in the Museum. | | | | | |
| COUNTY GOAL: OPERATE IN A FISCALLY-RESPONSIBLE AND BUSINESS-LIKE MANNER | | Measure | 2013-14 Actual | 2014-15 Target | 2014-15 Est. | 2015-16 Target |
| OBJECTIVE | Develop a long-term budget plan which brings County operations into both fiscal and programmatic balance, including full funding of reserves for infrastructure and operation system maintenance and replacement. | Secure programmatic and special event funding support from Museum Association | 0 | \$30,000 | \$43,704 | \$45,000 |
| STRATEGY | Partner with the Museum Association to develop special events and programs that benefit the community and promote greater interest in the Museum. | | | | | |
| STRATEGY | Develop partnerships with key regional corporations to secure funding and programmatic sponsorships. | | | | | |



County Museum

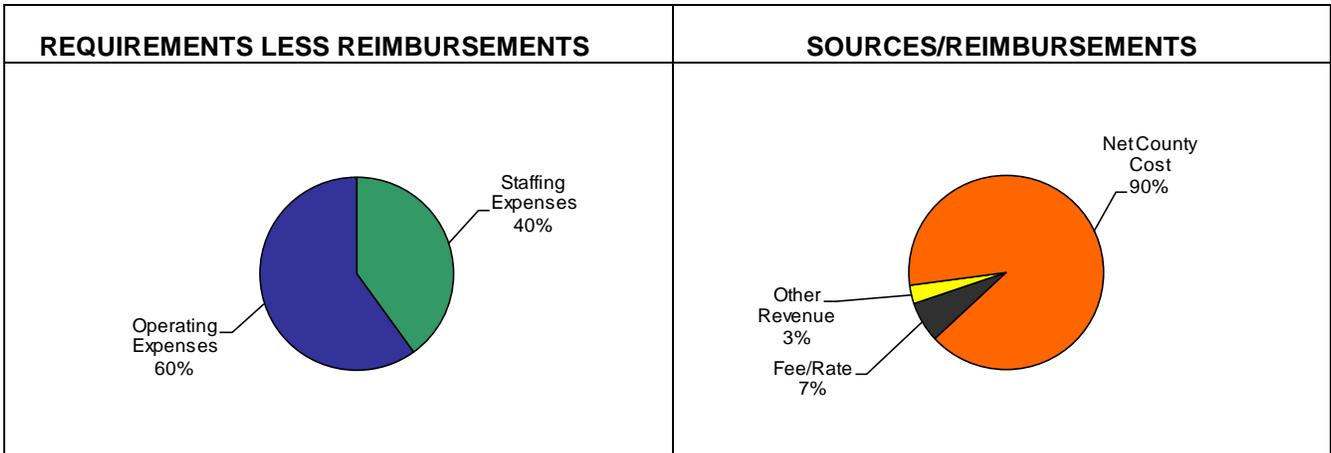
DESCRIPTION OF MAJOR SERVICES

The County Museum (Museum) is an accredited regional museum in California and provides enhanced “Quality of Life” for County and regional residents. The Museum is comprised of the following divisions: Anthropology, Education, Geology, History, and Paleontology. All divisions enhance public learning through exhibits and educational programs and activities for families, individuals, school groups, and educators at the main Museum facility in Redlands, Victor Valley Museum in Apple Valley, and the seven historical sites: Agua Mansa Cemetery in Colton, Casa de Rancho Cucamonga (John Rains House) in Rancho Cucamonga, Daggett Stone Hotel in Barstow, Asistencia Outpost of the Mission San Gabriel in Redlands, Yorba-Slaughter Families Adobe in Chino, Yucaipa Adobe in Yucaipa, and the Mousley Museum in Yucaipa. These programs and activities involve the preservation of cultural and natural heritage collections, display of permanent and special exhibitions, and care and preservation of historical sites depicting the history and culture of San Bernardino County.

| Budget at a Glance | |
|----------------------------------|-------------|
| Requirements Less Reimbursements | \$3,252,267 |
| Sources/Reimbursements | \$320,150 |
| Net County Cost | \$2,932,117 |
| Total Staff | 21 |
| Funded by Net County Cost | 90% |

In 2014-15, the County Museum worked with a consultant to review the operations, collections, and readiness for accreditation. The consultant prepared a report that outlined several key areas needed for improvement and developed a bridge plan on how to implement these recommendations to enhance the Museum’s current service offerings and increase attendance. One of the key recommendations focused on the need for additional fundraising opportunities by utilizing the Museum’s non-profit group, which would give the Museum more revenue to expand programs, update existing exhibits, and create new exhibits.

2015-16 RECOMMENDED BUDGET



ANALYSIS OF 2015-16 RECOMMENDED BUDGET

GROUP: Operations and Community Services
DEPARTMENT: County Museum
FUND: General

BUDGET UNIT: AAA CCM
FUNCTION: Education
ACTIVITY: Community & Cultural Services

| | 2011-12 Actual | 2012-13 Actual | 2013-14 Actual | 2014-15 Estimate | 2014-15 Modified Budget | 2015-16 Recommended Budget | Change From 2014-15 Modified Budget |
|-------------------------|-------------------|-------------------|-------------------|---------------------|-------------------------------|----------------------------------|--|
| Requirements | | | | | | | |
| Staffing Expenses | 1,829,324 | 1,682,722 | 1,470,764 | 981,013 | 1,176,017 | 1,301,806 | 125,789 |
| Operating Expenses | 1,688,820 | 1,535,055 | 1,598,512 | 2,399,363 | 2,352,443 | 1,950,461 | (401,982) |
| Capital Expenditures | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Total Exp Authority | 3,518,144 | 3,217,777 | 3,069,276 | 3,380,376 | 3,528,460 | 3,252,267 | (276,193) |
| Reimbursements | (69,675) | (136,000) | (66,000) | 0 | (70,000) | 0 | 70,000 |
| Total Appropriation | 3,448,469 | 3,081,777 | 3,003,276 | 3,380,376 | 3,458,460 | 3,252,267 | (206,193) |
| Operating Transfers Out | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Total Requirements | 3,448,469 | 3,081,777 | 3,003,276 | 3,380,376 | 3,458,460 | 3,252,267 | (206,193) |
| Sources | | | | | | | |
| Taxes | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Realignment | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| State, Fed or Gov't Aid | 86,137 | 27,604 | 0 | 0 | 19,250 | 0 | (19,250) |
| Fee/Rate | 744,603 | 804,497 | 484,603 | 284,000 | 374,000 | 219,750 | (154,250) |
| Other Revenue | 759,078 | (151,424) | 101,287 | 255,864 | 178,264 | 100,400 | (77,864) |
| Total Revenue | 1,589,818 | 680,677 | 585,890 | 539,864 | 571,514 | 320,150 | (251,364) |
| Operating Transfers In | 0 | 138,000 | 0 | 0 | 0 | 0 | 0 |
| Total Financing Sources | 1,589,818 | 818,677 | 585,890 | 539,864 | 571,514 | 320,150 | (251,364) |
| Net County Cost | 1,858,651 | 2,263,100 | 2,417,386 | 2,840,512 | 2,886,946 | 2,932,117 | 45,171 |
| Budgeted Staffing* | 30 | 30 | 22 | 21 | 21 | 21 | 0 |

* Data represents modified budgeted staffing

MAJOR EXPENDITURES AND REVENUE IN 2015-16 RECOMMENDED BUDGET

Staffing expenses of \$1.3 million fund 15 regular positions and 6 limited term positions that provide program services and oversight for the main Museum facility in Redlands, Victor Valley Museum and seven historic sites throughout the County. Operating expenses of \$2.0 million primarily include services and supplies expenses for educational programming, exhibits, insurance, advertising, security services, COWCAP charges, central services charges for Facilities Management and Information Services, and rent for the Museum's off-site storage. Sources of \$320,150 are primarily derived from admission fees, education service revenue, and facility rental fees.

BUDGET CHANGES AND OPERATIONAL IMPACT

Major changes for the department include a decrease in requirements by \$206,193 which is attributed to one-time exhibit project funding in 2014-15. Major revenue changes include a loss of Archeological Information Center (AIC) fees from the closure of the AIC, no federally funded contracts being performed and no one-time donation revenue anticipated to be received.



2015-16 POSITION SUMMARY*

| Division | 2014-15 | | | | 2015-16 | | Limited | Regular |
|---------------------|-------------------|----------|-----------|----------|-------------|----------|-----------|---------|
| | Modified Staffing | Adds | Deletes | Reorgs | Recommended | | | |
| Administration | 3 | 0 | 0 | 0 | 3 | 0 | 3 | |
| Curatorial/Exhibits | 7 | 1 | -1 | 0 | 7 | 0 | 7 | |
| Education | 2 | 0 | 0 | 0 | 2 | 0 | 2 | |
| Support Staff | 2 | 0 | 0 | 0 | 2 | 0 | 2 | |
| Historic Sites | 7 | 0 | 0 | 0 | 7 | 6 | 1 | |
| Total | 21 | 1 | -1 | 0 | 21 | 6 | 15 | |

*Detailed classification listing available in Appendix D

STAFFING CHANGES AND OPERATIONAL IMPACT

Staffing expenses of \$1.3 million fund 21 budgeted positions of which 15 are regular positions and 6 are limited term positions. The department has deleted 1 Museum Associate Curator position due to the closure of AIC, whose sole function was to perform AIC related work for County and outside public and private agencies developing land within the County of San Bernardino. In addition, the department added 1 Biology Curator position funded with \$95,000 of Net County Cost to oversee and preserve the Museum's Biology collections.



Museum Store

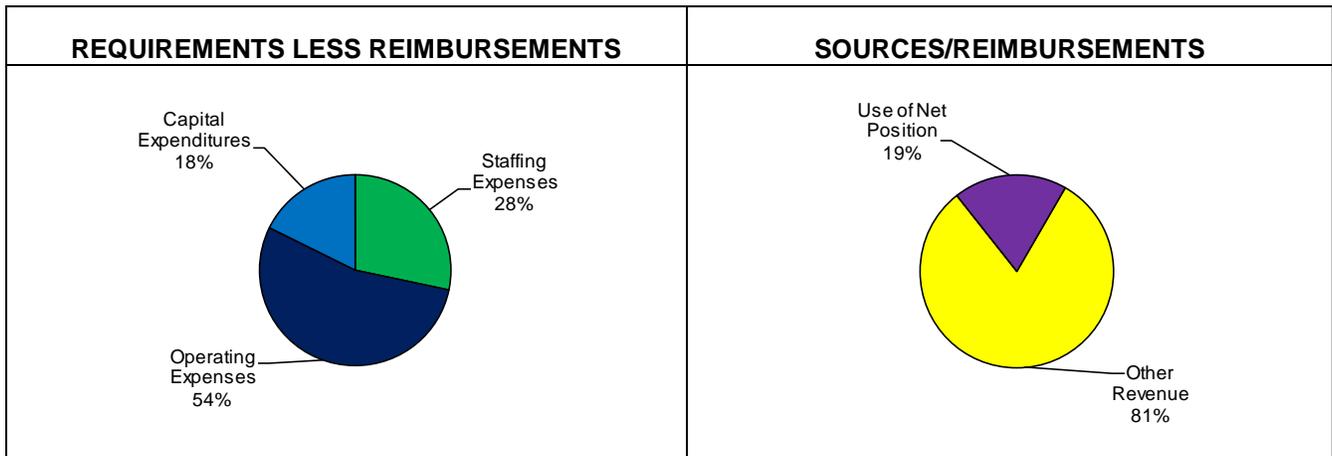
DESCRIPTION OF MAJOR SERVICES

The Museum Store operates as an enterprise fund under the management of the San Bernardino County Museum. The store is considered a critical part of the K-12 visitor experience and provides many museum related items for sale including books and publications, educational toys, thematic novelty items related to exhibitions, jewelry, minerals, and souvenirs. The Museum Store provides important information to patrons regarding current exhibitions in the Museum and enhances lifelong learning for families and adult audiences.

| Budget at a Glance | |
|---|----------|
| Requirements Less Reimbursements | \$67,874 |
| Sources/Reimbursements | \$55,000 |
| Use of / (Contribution To) Net Position | \$12,874 |
| Total Staff | 2 |

The Museum Store continues to develop its operations and product offerings to ensure sales correspond with new exhibits, services, and new programs. Alternative store products will continue to be introduced and evaluated to maintain a positive cash balance.

2015-16 RECOMMENDED BUDGET



ANALYSIS OF 2015-16 RECOMMENDED BUDGET

GROUP: Operations and Community Services
DEPARTMENT: Museum Store
FUND: Enterprise

BUDGET UNIT: EMM CCR
FUNCTION: Community & Cultural
ACTIVITY: Cultural

| | 2011-12 Actual | 2012-13 Actual | 2013-14 Actual | 2014-15 Estimate | 2014-15 Modified Budget | 2015-16 Recommended Budget | Change From 2014-15 Modified Budget |
|--|-------------------|-------------------|-------------------|---------------------|-------------------------------|----------------------------------|--|
| Requirements | | | | | | | |
| Staffing Expenses | 33,537 | 12,247 | 3,144 | 19,235 | 27,492 | 19,235 | (8,257) |
| Operating Expenses | 127 | 39,836 | 23,962 | 31,096 | 36,639 | 36,639 | 0 |
| Capital Expenditures | 0 | 0 | 0 | 0 | 5,000 | 12,000 | 7,000 |
| Total Exp Authority | 33,664 | 52,083 | 27,106 | 50,331 | 69,131 | 67,874 | (1,257) |
| Reimbursements | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Total Appropriation | 33,664 | 52,083 | 27,106 | 50,331 | 69,131 | 67,874 | (1,257) |
| Operating Transfers Out | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Total Requirements | 33,664 | 52,083 | 27,106 | 50,331 | 69,131 | 67,874 | (1,257) |
| Sources | | | | | | | |
| Taxes | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Realignment | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| State, Fed or Gov't Aid | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Fee/Rate | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Other Revenue | 66,566 | 43,523 | 83,767 | 38,600 | 55,000 | 55,000 | 0 |
| Total Revenue | 66,566 | 43,523 | 83,767 | 38,600 | 55,000 | 55,000 | 0 |
| Operating Transfers In | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Total Sources | 66,566 | 43,523 | 83,767 | 38,600 | 55,000 | 55,000 | 0 |
| Net Position | | | | | | | |
| Use of/ (Contribution to) Net Position | (32,902) | 8,560 | (56,661) | 11,731 | 14,131 | 12,874 | (1,257) |
| Est. Net Position Available | | | | | 72,219 | 61,745 | (10,474) |
| Total Net Position | | | | | 86,350 | 74,619 | (11,731) |
| Budgeted Staffing* | 1 | 1 | 1 | 2 | 2 | 2 | 0 |

*Data represents modified budgeted staffing

MAJOR EXPENDITURES AND REVENUE IN 2015-16 RECOMMENDED BUDGET

Staffing expenses of \$19,235 fund two part-time regular positions that operate the Museum Store. Operating expenses of \$36,639 are for purchases for resale (inventory) and funding for a point-of-sale system (POS). Equipment costs of \$12,000 are included to purchase hardware in connection with the current POS that is in need of upgrade. Sources of \$55,000 are revenue generated from novelty items/souvenir sales, books and publications.

BUDGET CHANGES AND OPERATIONAL IMPACT

Requirements are decreasing by \$1,257 due to an increase of \$7,000 in capital expenditures for an upgrade of the POS, offset by a decrease in staffing expenses of \$8,257 as the result of funding two part-time positions at a lower hourly rate.

ANALYSIS OF NET POSITION

This fund will be using \$12,874 in net position in 2015-16 to upgrade the POS in the Museum Store and at the front desk. This one-time expense will replace the outdated system and improve reporting and overall functionality.



2015-16 POSITION SUMMARY*

| Division | 2014-15 Modified Staffing | Adds | Deletes | Re-Orgs | 2015-16 Recommended | Limited | Regular |
|--------------|------------------------------|------|---------|---------|------------------------|---------|---------|
| Museum Store | 2 | 0 | 0 | 0 | 2 | 0 | 2 |
| Total | 2 | 0 | 0 | 0 | 2 | 0 | 2 |

*Detailed classification listing available in Appendix D

STAFFING CHANGES AND OPERATIONAL IMPACT

Staffing expenses of \$19,235 fund 2 budgeted part-time regular positions. These two positions allow for coverage in the Museum Store to ensure that it is open during the peak hours each day the Museum is open and to greet and take money from customers at the front desk.

